



Case Study: Comotiv Systems

Comotiv Systems
111 SW Columbia
Portland, Oregon



Company profile

COMOTIV Systems' 21-person staff is headquartered in downtown Portland. Incorporated in 2000, this application service provider offers a highly secure, easy-to-use audio/video conferencing solution with a central online workspace repository. Accessed through a web browser, anyone with a webcam and headset can communicate around the corner or around the world.

Business situation

This five-year-old company has primarily been in research and development for most of its young life. When the company contacted OakTree Digital in early 2005, their extremely reliable, robust platform was ready to be marketed.

COMOTIV is in an extremely crowded and competitive landscape. Their unique differentiators needed to be assessed, positioned, and wordsmithed for a quick understanding by their target audiences. Additionally, competition from Microsoft (Live Meeting) and industry-leader WebEx put this small but vital company at a financial disadvantage; every dollar spent on marketing would have to work extremely hard with a significant return.

The new management team, put in place in early 2005 has created a corporate culture that is ambitious, seeks leading-edge technologies, and has an aggressive sales and marketing aptitude. After interviewing several on/offline agencies, they chose OakTree Digital.

The time had come. COMOTIV Systems finally had a great product; now they wanted to tell the world about it.

Technical situation

COMOTIV Systems is an ASP, web-based application that is in the process of being converted to a software application that will reside on their clients' server, acting as an enterprise solution for larger companies. This will make COMOTIV Collaboration easier and quicker to load as well as provide complete security of information.

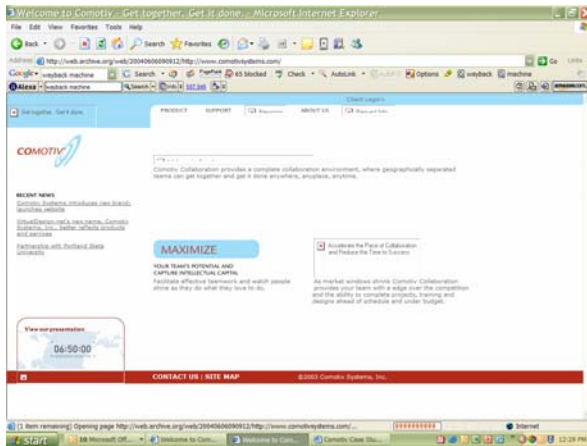
This version is scheduled to launch in Q2 of 2006.

In January of 2006, an intermediate upgrade will launch that incorporates real-world application improvements for document management and notifications.

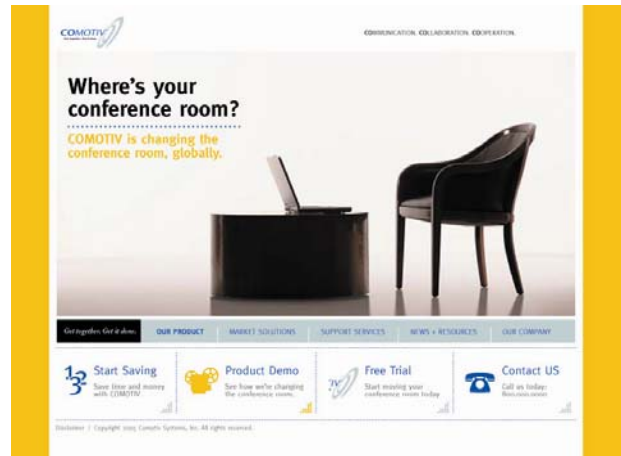
Solution

Clearly, when COMOTIV Systems hired OakTree Digital, they needed a marketing plan. But their online presence was extremely inadequate in light of the fact that the COMOTIV Collaboration workspace is accessed online. We immediately determined that a new, updated website would be our first initiative. It would have to accomplish many things: create their brand, determine their voice and messaging, and position the

product in the marketplace. From there, the new brand would extend online and offline to create a comprehensive marketing strategy that would communicate the excitement of this valuable product. Due to the realities of the company's somewhat limited resources, we began with five specific vertical markets to target. This targeted approach would be more cost-effective than a general, shotgun strategy. The marketing plan then called for sales materials, including an 8-page brochure, a trade show implementation plan, comprehensive and consistent product demonstrations utilizing our brand messaging, promotions, giveaways, online outreach programs, search engine marketing, online advertising and more.



COMOTIV Systems Website (before)



COMOTIV Systems Website (after)

Benefits

During Q4 of 2005, COMOTIV Systems will embark upon its second trade show with a brand new exhibit, sales materials (including their new website, printed brochures and CD formats) and a self-directed, online product demonstration. OakTree Digital has created and executed all of these marketing tactics, becoming the outsourced marketing department for all of COMOTIV Systems' needs.

The result of the combined efforts between OakTree Digital and COMOTIV Systems is a 200% increase in revenue for COMOTIV since the beginning of 2005.

OakTree and COMOTIV plan to enhance their current marketing efforts with a comprehensive national PR plan, continued marketing into the five vertical markets, new product launches and other tactical needs.